



**GENERAL SERVICES ADMINISTRATION  
FEDERAL ACQUISITION SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

**SCHEDULE TITLE:** Federal Supply Schedule Solicitation No 7FCB-H2-070541-B, for Multiple Award Schedule 541, entitled Advertising & Integrated Marketing Solutions (AIMS)

**CONTRACT NUMBER:** GS-07F-0225W

**CONTRACT PERIOD:** February 16, 2010 — February 15, 2015

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at [www.gsa.gov](http://www.gsa.gov)

**CONTRACTOR:** The Design Minds, Inc.  
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The Design Minds, Inc. has the full-service capabilities required to complete tasks described under SIN 541-4C and SIN 541-4F. Our scope of services for **museum displays, lobby exhibits, visitor centers, and traveling exhibits** includes:

- Exhibit Design and Planning
- Graphic Design and Production
- Writing and Editing
- Exhibit Program Management
- On-site Exhibit Technicians
- Exhibit Fabrication & Installation Supervision

**CONTRACTOR'S ADMINISTRATION SOURCE:**

Michael Lesperance, [mike@thedesignminds.com](mailto:mike@thedesignminds.com)  
Lawrence Schwartz, [lonny@thedesignminds.com](mailto:lonny@thedesignminds.com)

**BUSINESS SIZE:** Small Business

**THE DESIGN MINDS, INC.**  
**CUSTOMER INFORMATION:**

**1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)**

SIN	DESCRIPTION
541-4C	Exhibit Design & Implementation Services
541-4F	Commercial Art & Graphic Design Services
541-1000	Other Direct Costs (ODC's)

**1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: N/A**  
(Government net price based on a unit of one)

**1c. HOURLY RATES:** See Price List

**2. MAXIMUM ORDER\*:** \$1,000,000 per SIN

\*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

**3. MINIMUM ORDER:** \$100

**4. GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

**5. POINT(S) OF PRODUCTION:** N/A

**6. DISCOUNT FROM LIST PRICES:** GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied and the IFF has been added.

**7. QUANTITY DISCOUNT(S):** N/A

**8. PROMPT PAYMENT TERMS:** 1% net 10 days; Net 30

**9.a Government Purchase Cards must be accepted at or below the micro-purchase threshold.**

**9.b Government Purchase Cards are accepted above the micro-purchase threshold. Contact contractor for limit.**

**10. FOREIGN ITEMS:** None

**11a. TIME OF DELIVERY:** To be determined at time of task order

**11b. EXPEDITED DELIVERY:** Contact Contractor's Representative

- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** If available, contact the Contractor for rates.
- 11d. **URGENT REQUIREMENTS:** Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
- 12. **FOB POINT:** Destination
- 13a. **ORDERING ADDRESS:** Same as contractor address. Customer should contact contractor for additional addresses.
- 13b. **ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3
- 14. **PAYMENT ADDRESS:** Same as contractor
- 15. **WARRANTY PROVISION:** N/A
- 16. **EXPORT PACKING CHARGES:** N/A
- 17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds above the micro-purchase level may be inserted by contractor)
- 18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
- 19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
- 20. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 20a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
- 21. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
- 22. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
- 23. **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 24b. **Section 508 Compliance for EIT:** as applicable
- 25. **DUNS NUMBER:** 132234936
- 26. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:** Contractor has an Active Registration in the SAM database.

PRICE LIST FOLLOWS

### GSA Hourly Rates

Labor Category	Functional Responsibilities	Minimum Years of Experience / Educational Requirements	Hourly Rate
Exhibit Developer	<p>Assess exhibit space to establish approach to storyline.</p> <p>Assess relative weight of each topic or theme.</p> <p>Develop interpretive approach, including hierarchy of messaging in both exhibits and graphics.</p> <p>Identify major objects to be incorporated into the space.</p> <p>Identify images to be incorporated into the exhibits and graphics.</p> <p>Prepare meeting reports summarizing discussions and decisions.</p>	5 / B.A./B.S. min. M.A. preferred	\$80.16
Exhibit Designer	<p>Determine best uses of exhibit space with regard to visitor experience.</p> <p>Incorporate ADA requirements into three-dimensional design, including clearance pathways and display heights.</p> <p>Design three-dimensional displays for housing objects, graphics panels, and multi-media components.</p> <p>Oversee exhibit fabricators selected to build exhibits.</p> <p>Prepare RFPs for exhibit fabricators to bid on exhibits.</p> <p>Specify materials, including construction materials, colors, and techniques for displays.</p>	5 / B.A./B.S.	\$80.16
Graphic Designer	<p>Create visual identity and design for graphics panels and/or print materials.</p> <p>Select color palette for graphics panels.</p> <p>Design panels that achieve interpretation through informational graphics.</p> <p>Assure designs conform to ADA standards regarding type size, fonts, and visual contrast for readability by the visually impaired.</p>	3 / B.A./B.S.	\$74.82

Writer/Editor	Draft topic outlines showing breakdown of space into exhibit areas. Draft topic outlines showing hierarchy of information for graphic panels. Draft summary text describing main messages and ideas to be conveyed in exhibit and graphics media. Write interpretive text for graphics panels. Review text prepared by client (either summary information or draft) and edit for final text on panels.	5 / B.A./B.S. min. M.A. preferred	\$80.16
Audiovisual Treatment Developer	Draft topic outlines showing hierarchy of information for audiovisual media, including video, interactives, and audio-only components. Draft summary text describing main messages and ideas to be conveyed in audiovisual media. Prepare storyboards showing functional approach to audiovisual programs, including screen-by-screen content. Write interpretive text for audiovisual interactives. Identify proposed audiovisual equipment types (i.e., LCD screen, computer touchscreen, etc.) for confirmation by audiovisual programmers. Identify possible source material for use by audiovisual programmers. Prepare RFPs for audiovisual programmers to bid on media production.	5 / B.A./B.S. min. M.A. preferred	\$90.86

### OTHER DIRECT COSTS

ODC	MAXIMUM GOVT. PRICE	UNIT OF ISSUE
<i>Audiovisual Senior System Designer/Design Principal</i>	<i>\$119.64</i>	<i>Hour</i>
<i>Printing &amp; Copies (11 x 17 color)</i>	<i>\$2.26</i>	<i>piece</i>
<i>Printing &amp; Copies (11 x 17 B&amp;W)</i>	<i>\$1.26</i>	<i>piece</i>
<i>Printing &amp; Copies (8.5 x 11 color)</i>	<i>\$0.76</i>	<i>piece</i>
<i>Printing &amp; Copies (8.5 x 11 B&amp;W)</i>	<i>\$0.25</i>	<i>piece</i>
<i>Printing &amp; Copies (Oversized Color Printing, per 42"x1200" roll heavyweight coated paper)</i>	<i>\$80.59</i>	<i>roll</i>

ODC	MAXIMUM GOVT. PRICE	UNIT OF ISSUE
Binding Materials (25-pack, 1/2-inch)	\$16.11	piece
Model Making Materials (Foam Gator Board; 96 x 48)	\$79.11	piece
Model Making Materials (Sobo Glue)	\$5.02	piece
Model Making Materials (Mounting Foam Tape; 36 yard roll)	\$27.19	unit
Model Making Materials (3M Spraymount adhesive, 10.25 oz. can)	\$11.97	unit
Model Making Materials (Black Mounting Board; 30x40)	\$5.22	piece
Shipping	\$64.56	piece
1/2" Exterior dHPL Phenolic Graphic, 24" x 36" with 4 stainless steel threaded inserts and bolts	\$471.51	each
1/2" Exterior dHPL Phenolic Graphic, 60" x 48" with 4 stainless steel threaded inserts and bolts	\$1,359.11	each
Upright Double Post (90 Degree) - With 6 Mounting Brackets - In Ground Mount	\$584.35	each
Double Cantilever Pedestal - 45 Degree Angle with 24" Graphic Height - In Ground Mount	\$705.25	each
Double Cantilever Pedestal - 45 Degree Angle with 24" Graphic Height - Surface Mount	\$604.50	each
84" x 48" Plexiglas Scrim and Base	\$2,070.41	each
84" x 48" Fabric Scrim and Base	\$2,929.81	each
Single Sided Exhibit Wall	\$7,888.35	each
Double Sided Exhibit Wall	\$10,629.13	each
AV Soundsticks and and Audio Programs	\$15,771.41	each
Graphic Panel Lighting	\$14,145.30	each
Fiber-optic lighting	\$29,651.73	each
Scenic Mural Background, 72" x 60" Print	\$1,787.31	each
36" x 18" Dimensional Sign	\$949.07	each
Custom Artwork on Canvas Murals (96" x 120")	\$6,045.00	each
48" x 48" Digital Print Graphic Panel	\$1,242.25	each
Computer Counter & Stool	\$4,483.37	each
Computer Hardware	\$17,122.46	each
120" x 96" Freestanding Graphic with Scenic Front	\$8,505.32	each
Interactive Station	\$5,883.80	each
60" x 36" Graphic Panel on Fabric	\$690.13	each
AV Equipment	\$2,228.59	each
Gooseneck Lighting	\$806.00	each
48" x 60" Exhibit Case Vitrine and Fabric Deck	\$2,518.75	each
48" x 60" Exhibit Case Base and Graphic	\$6,901.38	each
Delivery & Installation	\$49,907.52	each

\* Prices are maximum ceiling amounts and will be quoted according to Scope of Work effort per project. Prices can vary greatly with booth size, type, location and venue.